



## How Can I Drive Initial Website Design Costs Down?

- Harvest Pre-Existing Marketing Research To Help Identify Ideal Site Visitor, But Be Sure Not To Rule Out New Customer Base (Know who your ideal site visitor is before you visit a website designer. Harvest an pre-existing research you have done or insider knowledge of your customer base to more quickly identify your ideal site visitor)
- Write Your Own Copy For The Site Or Have An Employee Do So. (Copywriting is one of the most time-consuming and expensive parts of the website design process. Harvest copy from brochures, previous advertisement or wherever you can and let your designer know up front that you will be providing your own copy. This will save time and money.)
- Utilize Pre-Existing Graphic Materials (Any signage or digital representations of your brand and/or logo should be harvested for the website. Let your designer know up front that you will be providing these materials and that the designer will not need to produce them. This will go a long way in speeding up the production process and reducing costs.)
- Have A Good Idea What You Want Before You Contact A Designer (Spend some time looking at competitors sites and taking notes of what you like, dislike or wonder about. Start globally, then bering your competitor search to a local level. You will notice trends in the designs of various industries and can incorporate that into your own website. Ever notice how similar [www.icpenney.com](http://www.icpenney.com) is to [www.macys.com](http://www.macys.com)?)